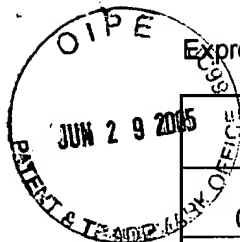


7-1-05

3625

Jm



Express Mail No. EV723059502US

AMENDMENT TRANSMITTAL LETTER				Docket No. 249768044US1	
Application No. 09/848,608-Conf. #5996		Filing Date May 3, 2001		Examiner N. U. Haq	
				Art Unit 3625	

Applicant(s): Gregov et al.

Invention: PERSONALIZED PROMOTION OF NEW CONTENT

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is an amendment in the above-identified application.
The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	59	- 59 =	0	x	
Independent Claims	7	- 7 =	0	x	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					0.00

☒ Large Entity ☐ Small Entity

☒ No additional fee is required for this amendment.

☐ Please charge Deposit Account No. _____ in the amount of \$ _____.
A duplicate copy of this sheet is enclosed.

☐ A check in the amount of \$ _____ to cover the filing fee is enclosed.

☐ Payment by credit card. Form PTO-2038 is attached.

☒ The Director is hereby authorized to charge and credit Deposit Account No. 50-0665
as described below. A duplicate copy of this sheet is enclosed.

☒ Credit any overpayment.

☒ Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.

Dated: 6/29/05

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Express Mail No. EV723059502US
Docket No.: 249768044US1
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Gregov et al.

Application No.: 09/848,608

Confirmation No.: 5996

Filed: May 3, 2001

Art Unit: 3625

For: PERSONALIZED PROMOTION OF NEW
CONTENT

Examiner: N. U. Haq

RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated March 30, 2005, please amend the above-identified U.S. patent application as follows:.

Section	Page
Claims	2